

## *Sedona City Council*



*Front Row: Councilor Mark DiNunzio, Mayor Rob Adams,  
Vice Mayor John Bradshaw*

*Back Row: Councilor Pud Colquitt, Councilor Dan Surber,  
Councilor Nancy Scagnelli, Councilor Cliff Hamilton*



## **HOW TO GET THE MOST OUT OF THIS DOCUMENT**

The City budget can be an imposing document of charts and numbers. On closer inspection and beyond the numbers, the budget represents the investment and return for customers. The investment is in the form of local sales tax, state shared revenue and other financial resources. The return is the new traffic signal, park improvement or new service scheduled to be delivered in the new fiscal year. The purpose of this section of the budget is to move beyond the technical jargon and assist the reader in understanding the most important sections of the document.

### ***CITY MANAGER BUDGET TRANSMITTAL***

This message summarizes the budget process and new programs and services. Also, major improvement projects for the upcoming year are featured in the message.

### ***STAFFING***

Provides a listing of authorized full time and part time positions for the City by department.

### ***OVERVIEW***

The overview of where the money comes from and where it goes is provided in this section. It is a quick way to get a summary on the entire budget.

### ***POLICIES AND PROCEDURES***

Summarizes the budget process, notes key dates in the development of the budget, budget guidelines and financial policies.

### ***FINANCIAL SUMMARIES***

This section is a summary of all City expenditures and revenues. Also, expenditure and revenue summaries are included in other areas of the budget.

### ***DEPARTMENTAL BUDGET DESCRIPTION***

This page summarizes key facts on each City department budget: the Mission Statement, Objectives for the current Fiscal Year and Accomplishments for last Fiscal Year.

***DEBT POLICY AND SCHEDULE***

This section includes the City's debt schedules.

***DEFINITIONS***

This section includes definitions for terms that are used in the budget document.

## ABOUT SEDONA

Sedona and the immediate environs is a special and unique place. With the awe-inspiring, red rock formations, plus the splendor and diversity of Oak Creek Canyon, it is considered a locality equal to or superior to many National Parks.

Located in the high southwestern desert under the rim of the Colorado Plateau at an elevation of 4,500 feet, Sedona is blessed with four mild seasons, plenty of sunshine and clean air.

Sedona was established in 1902 and is one of Arizona's premier tourism, recreation, resort, retirement and art centers, all of which contribute to its economic base.

Sedona has something for everyone—world-class resorts to small family run motels, fine restaurants, outstanding shops and diverse art galleries. The beauty and climate of the area makes sightseeing, hiking, golf, tennis, horseback riding, and jeep touring year-round activities.

The citizens of Sedona are proud of their beautiful environment and work diligently to preserve its uniqueness and special qualities. Central to this effort are the role of achievement through volunteerism and the interest of controlling its own destiny through participation in City government.

The community was incorporated as a City under Arizona Revised Statutes (ARS) in 1988. It encompasses an area of 18.5 square miles, approximately half of which is under jurisdiction of the U.S. Forest Service. The population is 10,192 as of the 2000 Census.

The City Council consists of six councilors and a mayor. The six council members are elected at large and serve four-year overlapping terms. The Mayor is elected by the citizens and serves a two-year term. Since incorporation, Sedona has had a council-manager form of government as defined by local ordinance. Sedona is recognized by the International City/County Management Association.

The City departments are City Council, City Manager, General Services, Human Resources, Financial Services, City Clerk, Police, Community Development, Public Works, Arts & Culture, Parks and Recreation, Wastewater, Legal, Information Technology, and Municipal Court.

Water service is private, library is non-profit with some contract funding from the City, fire is a special district, and refuse collection is a private contract.

Already a major tourist attraction, Sedona has been ranked the #3 Small City in the 12<sup>th</sup> annual *Top 25 Arts Destinations* 2009 readers' poll by "*American Style*" magazine. Sedona has appeared on *American Style* magazine's *Top 25 Destinations* list ten times since the poll's inception.

Of added municipal interest, the City is a part of two counties and is traversed by two state arteries. There is no property tax levied by the City. Currently, the City operates from State Shared Revenue and other local sources of revenue including sales tax.



## DEMOGRAPHICS

The following tables provide additional demographic statistics for the city of Sedona and its citizenry.

### Gender (2000 census)

· Male.....	<b>46.9%</b>
· Female .....	<b>53.1%</b>

### Age Composition (2000 census)

· Under 5.....	<b>3.1%</b>
· 5-14 .....	<b>7.8%</b>
· 15-19 .....	<b>4.3%</b>
· 20-24 .....	<b>3.0%</b>
· 25-54 .....	<b>40.0%</b>
· 55-64 .....	<b>16.2%</b>
· 65+ .....	<b>25.5%</b>
· Median Age .....	<b>50.5</b>

### Occupational Composition (2009)\*

· Labor force .....	<b>7,062</b>
· Employment .....	<b>6,480</b>

\*Bureau of Labor Statistics – AZ Dept of Commerce

### Employment Distribution (2007)\*

· Retail and Office.....	<b>47.8%</b>
· Service occupations.....	<b>24.3%</b>
· Lodging.....	<b>17.2%</b>
· Public.....	<b>1.8%</b>
· Industrial/Construction.....	<b>7.5%</b>
· Schools.....	<b>1.3%</b>

\*Verde Valley Multimodal Transportation Study (2009)

### Race/Ethnic Origin (2000 census)

· White .....	<b>88.0%</b>
· Hispanic.....	<b>8.9%</b>
· American Indian.....	<b>.5%</b>
· Asian .....	<b>.9%</b>
· African American .....	<b>.5%</b>
· Other .....	<b>1.2%</b>

### Land Use (2009)

· Residential.....	<b>33.1%</b>
· Commercial, Lodging.....	<b>4.0%</b>
· Public/Semi-public .....	<b>4.1%</b>
· Parks/Public Open space ....	<b>1.0%</b>
· Private Open space .....	<b>2.2%</b>
· National Forest .....	<b>48.5%</b>
· State Trust Lands .....	<b>0.1%</b>
· Other (e.g. Hwy/Streets, R-O-W) .....	<b>7.0%</b>

### Population

· 1980 .....	<b>5,481*</b>
· 1990 .....	<b>7,720</b>
· 1995 .....	<b>8,990</b>
· 2000 .....	<b>10,192</b>
· 2005 .....	<b>10,935*</b>
· 2008 .....	<b>11,372*</b>
· 2009.....	<b>11,436**</b>

\* DES/AZ Dept of Commerce estimate

\*\* City of Sedona estimate

### Median Household Income (2009)

· Yavapai County .....	<b>\$53,800</b>
· Coconino County .....	<b>\$59,800</b>





### Sedona City Council Priorities

The City of Sedona's City Council met in the spring of 2008 to discuss and establish priorities for a two-year budget period, FY 2008/09 and FY 2009/10. Of the twenty-eight priorities presented, the City Council, through discussion and survey, reduced the number to their top eight.

They are listed below, not in any particular order:

**PRIORITY: Support redevelopment plan**

STATUS: The plan is currently in the 2009/10 budget but was only included as part of a contingency pending continued review of the local economy. The redevelopment team has narrowed down their search for a design firm through the RFP process. The redevelopment planning team has recommended EDAW/AECOM as the design firm for selection if the process moves forward in the current fiscal year.

**PRIORITY: Mitigate the Impacts of State Route 179 Construction**

STATUS: Construction is expected to continue through spring 2010. Staff continues to meet weekly with ADOT and SWAP construction representatives as well as meets regularly with a public outreach group (including ADOT, SWAP, Chamber of Commerce & relevant City staff) to discuss the project including new and continued efforts to mitigate the impacts of the project.

**PRIORITY: Traffic, safety, and parking solutions**

STATUS: Staff worked on a specific parking location in Uptown Sedona, 30% design plans were completed for a proposed site, and staff discussed acquisition of the property with the owner. A rezoning was requested for the area and denied by the Planning and Zoning Commission. In addition the economy began and continued to decline - making the capacity for nearby property owners to absorb the costs for a parking district very difficult. Ultimately, the landowner needed the flexibility to provide the parcels for sale to other possible buyers. Plans to mitigate traffic issues in 2010 are anticipated to mostly include proactive communication and operations planning for major events and busy visitor weekends. Staff will also continue to look for opportunities to improve conditions along SR 89A as part of ADOT's planned improvements in the corridor (Posse Ground intersection and traffic signals at Airport Road and Andante).

**PRIORITY: Change focus in Parks & Recreation from trails to development of programs and maintenance of facilities**

STATUS: The Parks and Recreation department has achieved multiple goals in this area and continues to improve the image of parks and recreation. Over the last 18 months the Department has added recreation programming, numerous one-day events and vastly enhanced the maintenance of parks facilities.

**PRIORITY: Budget accountability and economic sustainability**

STATUS: Council reduced the current budget by more than 20% and staff will continue to monitor, update, and recommend changes throughout the budget year in order to address changes to the local and state economy. In addition, staff is working to provide more avenues for communicating the City's budget and overall financial condition.

**PRIORITY: Youth in Sedona - 'do and go' facilities**

STATUS: Parks and Recreation met on a monthly basis with Sedona Red Rock High School students for youth input and after a year of meetings with limited results, staff is working to connect with students at West Sedona School and with the Boys & Girls Club.

**PRIORITY: Affordable Housing**

STATUS: The affordable housing commission is in the process of bringing forward an ordinance that would allow affordable housing units through the legalization of renting accessory dwelling units and continues its efforts to look at solutions to the affordable housing issues in Sedona at a regional level. The commission is working to enhance its communications efforts in the coming year.

**PRIORITY: Continuous improvement in the organization**

STATUS: This is an ongoing effort that has become more important with the effects of the economy on the City's operating budget. The continued focus in this area will include goals toward better efficiency and long-term alignment of staffing levels and types to a sustainable annual budget.

After the discussion, City Council requested quarterly updates to enhance accountability and sustainability. Council reviewed their priorities in a second retreat in late fall of 2008. It is anticipated that the City Council will review these priorities and make any adjustments necessary in the fall of 2009.